

## Click It or Ticket--FACT SHEET

From the Wisconsin State Patrol Bureau of Transportation Safety

- To increase safety belt use, approximately 330 Wisconsin law enforcement agencies will mobilize for the national Click It or Ticket campaign from May 22 to June 4. Sponsored by the National Highway Traffic Safety Administration (NHTSA) in partnership with the Wisconsin State Patrol Bureau of Transportation Safety, Click It or Ticket will be the **largest** coordinated law enforcement mobilization **ever** in Wisconsin.
- Click It or Ticket combines highly visible and intensified law enforcement with an effective public awareness & education media campaign, funded by NHTSA.
- Previous Click It or Ticket mobilizations have helped increase safety belt use in Wisconsin to an all-time high of 73%, according to an observational survey conducted in 2005.
- Wisconsin still has a long way to go to achieve the national safety belt use rate of 82% and to match its neighbors (Illinois = 86%; Michigan = 93%; Minnesota = 84%; and Iowa = 86%).

### Safety belts save lives

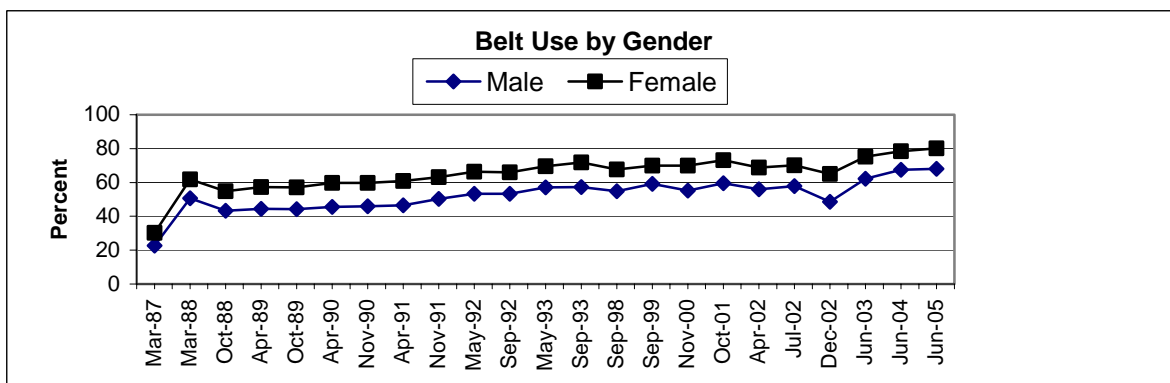
- Consistent safety belt use is the single most effective way to protect people from being ejected from a vehicle or being thrown around violently inside it during a crash.
- 75% of passenger vehicle occupants in serious crashes have survived when buckled up.
- Every 1% increase in safety belt use in Wisconsin saves an estimated six lives per year.

### Safety belts & young motorists

- Traffic crashes are the leading cause of death nationwide for young people, ages 16 to 34. Young people are killed in crashes at far higher rates than any other age group because they generally are less experienced drivers, more prone to take risks, and less likely to buckle up.
- Traffic crashes killed 114 Wisconsin teenagers in 2005.
- In Wisconsin, safety belt use is lowest (66%) among drivers ages 16 to 25.

### Fatalities greater on rural roads

- Approximately four out of five fatal traffic crashes in Wisconsin during 2005 occurred on rural roads.
- One of the greatest traffic safety challenges in Wisconsin is to increase safety belt use in rural areas among young male pick-up truck drivers and passengers. *(See graphs from the Wisconsin Department of Transportation "Safety Belt Monograph 2005" on page 2)*

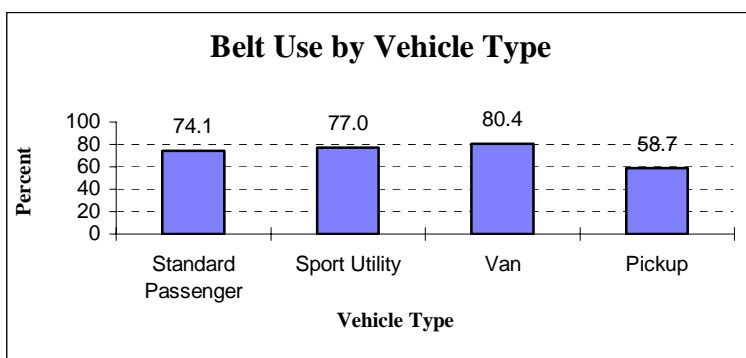
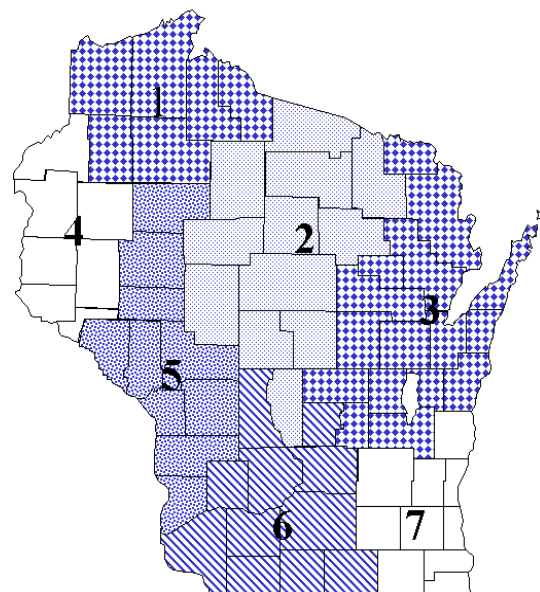


### Belt Use by Region

Belt use varies by more than 11% across the state. The Green Bay/Appleton area is highest at 77.6%, and the Wausau/Rhineland area is lowest at 66.1%.

Region		Belt Usage 2005 (%)
1	Superior/Northern WI	70.6
2	Wausau/Rhineland	66.1
3	Green Bay/Appleton	77.6
4	Minneapolis/St. Paul	72.5
5	La Crosse/Eau Claire	72.1
6	Madison	77.1
7	Milwaukee	72.1

### Wisconsin Regions



Occupants of vans were most likely to be wearing their seatbelts. 80.4% of front seat van occupants wore safety belts.

Occupants of pickup trucks were least likely to use their belts.

Little more than half (58.7%) of the occupants of pickup trucks wore safety belts.

**Web resources for additional Click It or Ticket safety belt information:**

Wisconsin Department of Transportation: <http://www.dot.wisconsin.gov/safety/vehicle/seatbelt/index.htm>

National Highway Traffic Safety Administration: <http://www.buckleupamerica.org/ciot-planner/planner/index.cfm>